

City of Madison Plan Commission & Common Council  
215 Martin Luther King Jr. Boulevard - Room LL100  
Madison, Wisconsin 53701

Plan Commission & Council Members -

It is our intent to redevelop the properties described in the attached Planned Unit Development-Specific Implementation Plan to provide a high quality mixed-use building to serve the greater Downtown Madison Area as a whole - and the Park Street neighborhood, specifically. This project would involve removing the existing buildings, combining parcels, and constructing a single new building. We anticipate that this project would be a 5 to 6 million dollar re-investment in the area.

The proposed new apartment building would be a contemporary five-story structure - with a partial loft level in the fifth floor apartments. It would contain 40 total units and 6,000-6,500 square feet of ground floor retail/commercial space. In the lower level there will be storage, mechanical equipment, and parking for automobiles, bikes and/or motorized scooters. It will be a masonry & wood-framed building with a combination of masonry veneer and metal or fiber cement cladding.

Because of the site's location, the unit mix/sizes, and the anticipated rental structure, we anticipate that the potential residents of this proposed building will likely be professionals that desire to live in a vibrant urban environment. University students are not a target resident of this development.

We have met with the Alder and neighbors and have considered their input in the design of this project. Overall - we feel that we have received favorable feedback to our plans.

After all municipal approvals, agreements, and conditions have been satisfied - we anticipate starting construction in the summer or fall of 2013.

Thank you, in advance, for your consideration. We look forward to working with you to bring another high-quality development to Madison.

Sincerely,

Joe McCormick